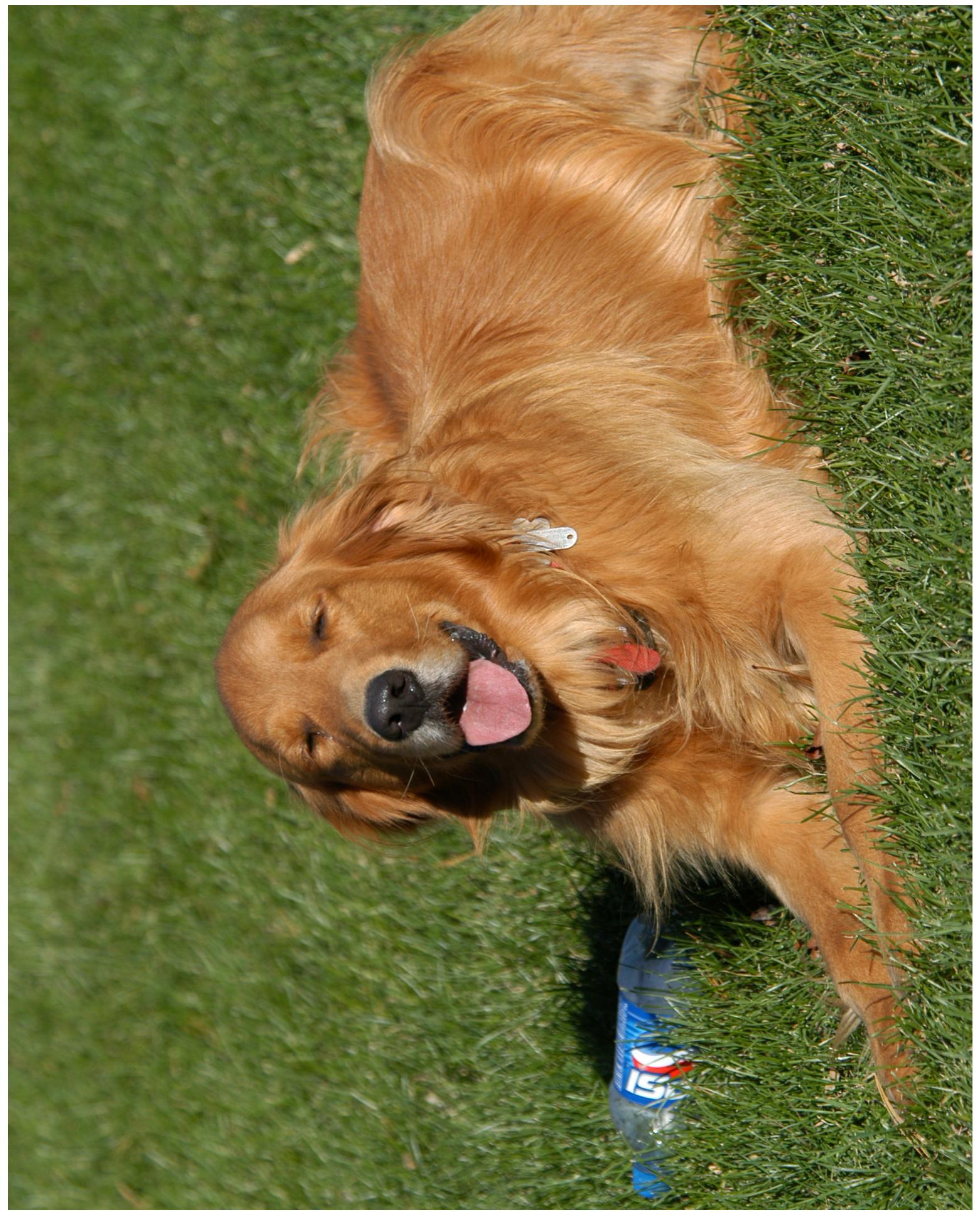


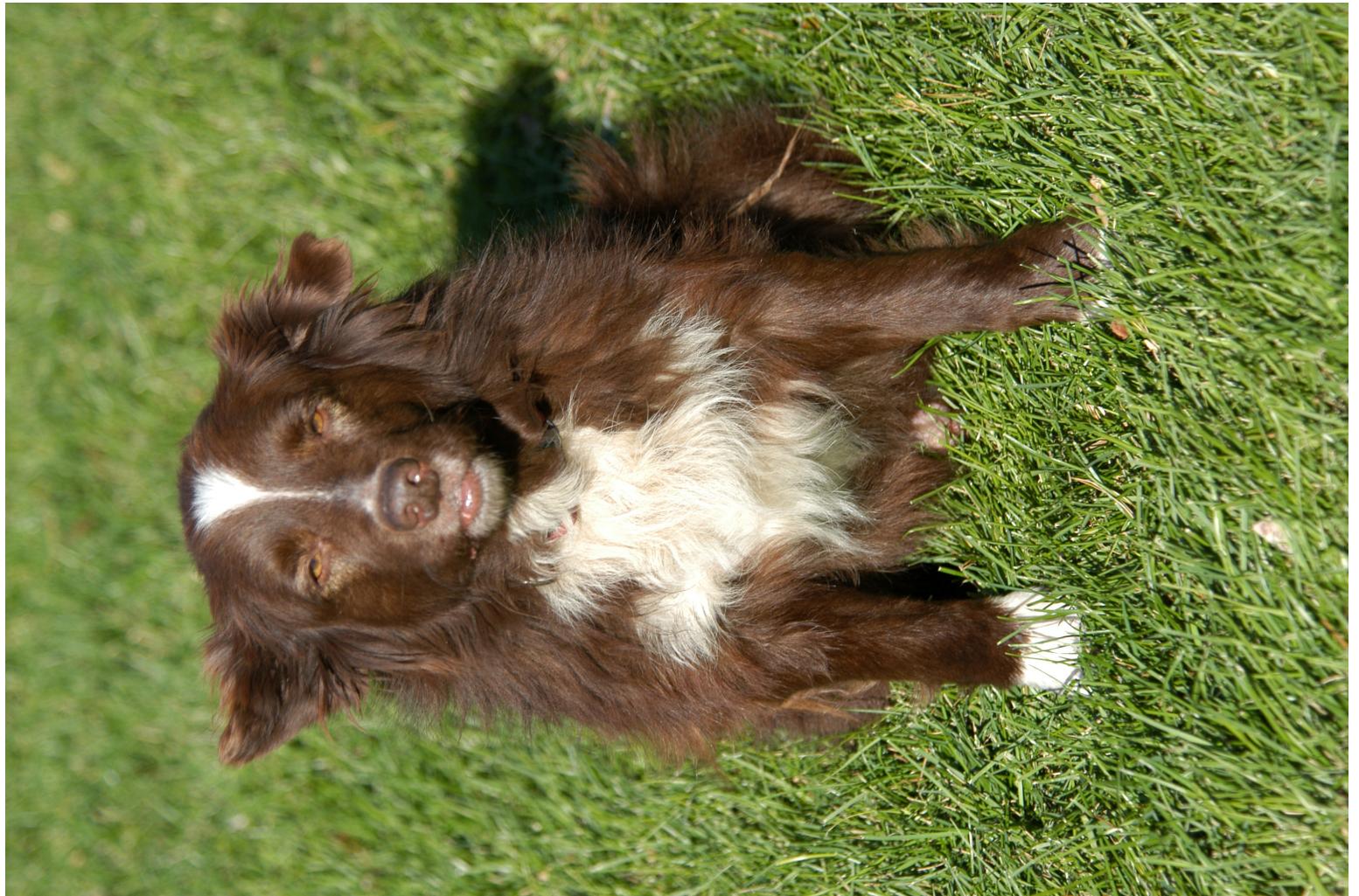


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Public Health, Agriculture and Wildlife –  
The Common Thread







# **CRISIS + RISK** COMMUNICATION

*"The number of casualties will be more than any of us can bear, ultimately."*

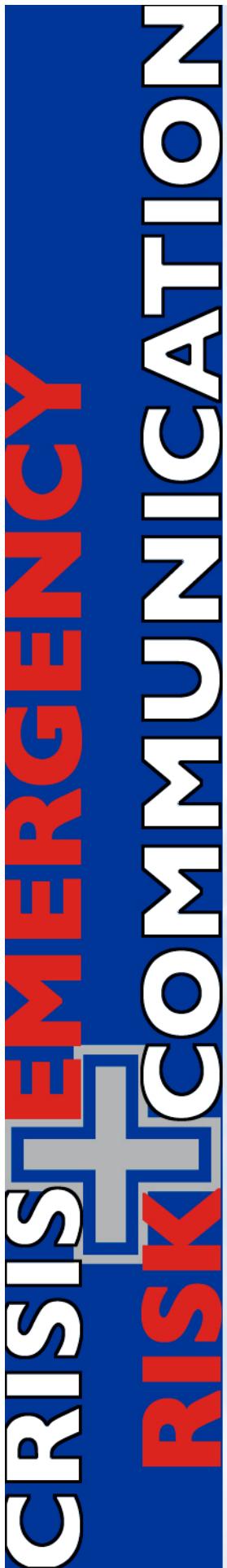
Rudy Giuliani, September 11, 2001



Not designed by me

IDA A. SMILEY  
WIFE OF  
M. W. REEDLOVE  
M. AUG. 28. 1879  
D. DEC. 19. 1918

WOODROW BREWER  
1916

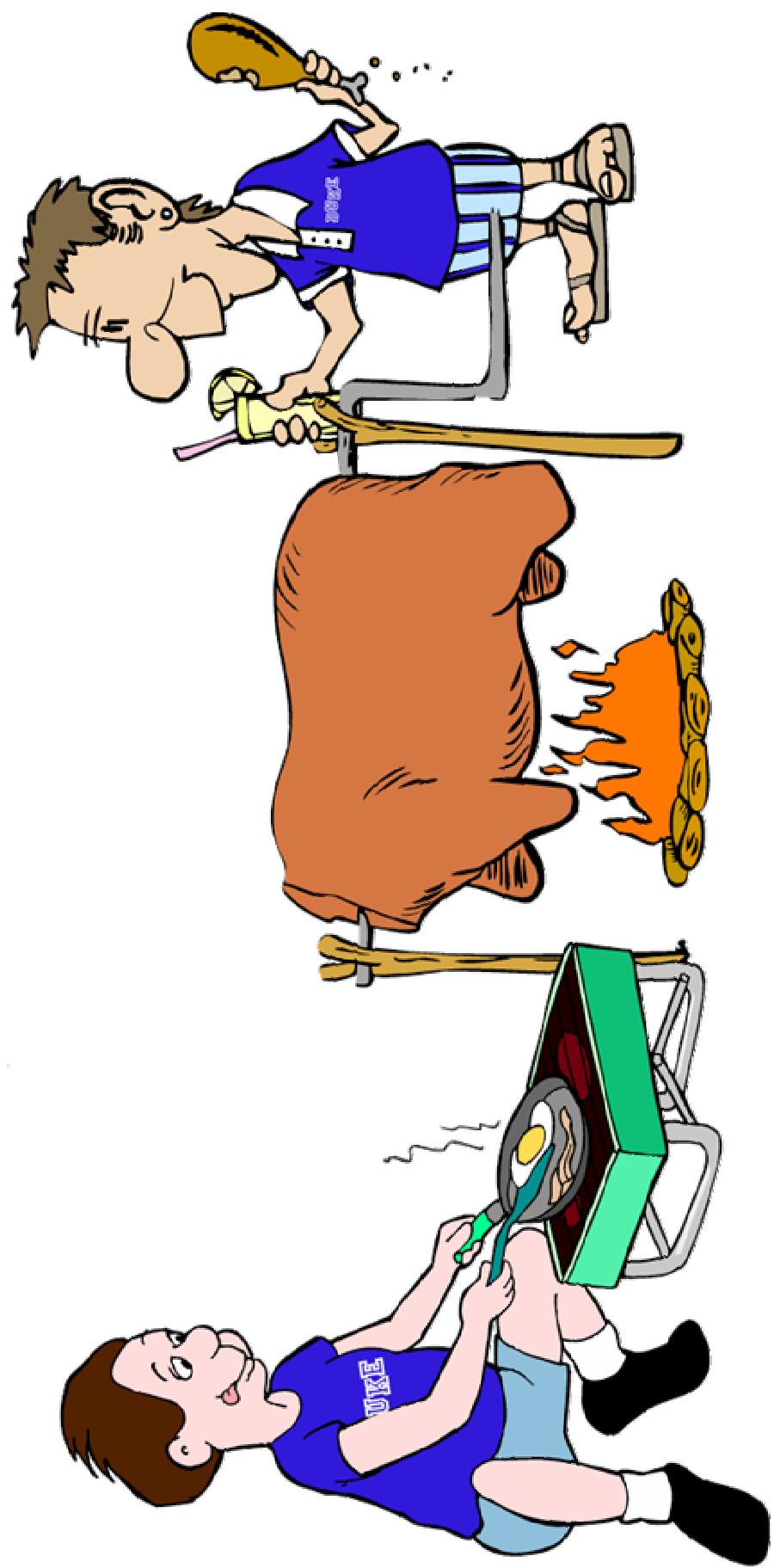


# The CERC Principles.



**WANTED**

Cat of Interest

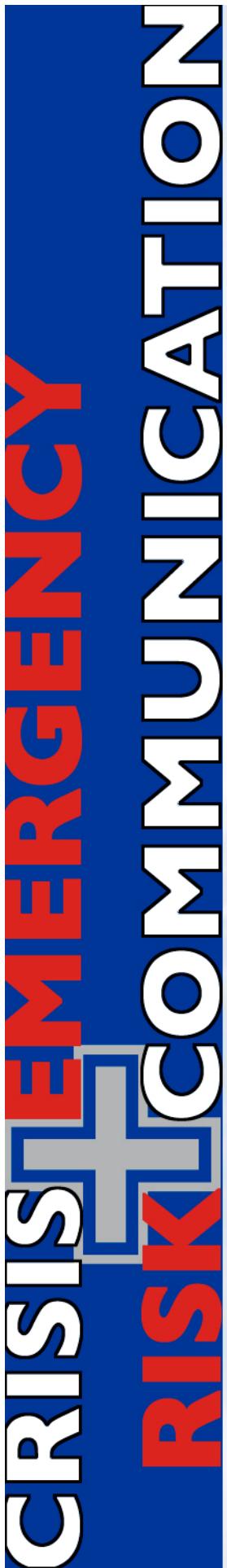


**SCARFACE**





BUILD TRUST AND CREDIBILITY.

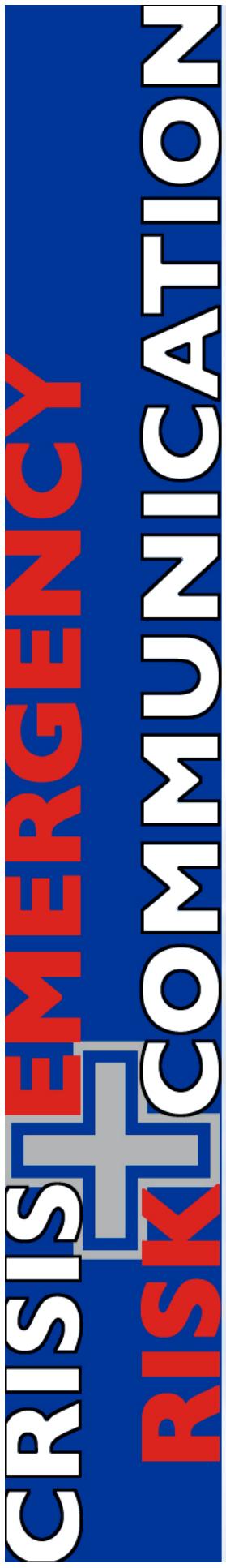


SHOW EMPATHY AND CARING.

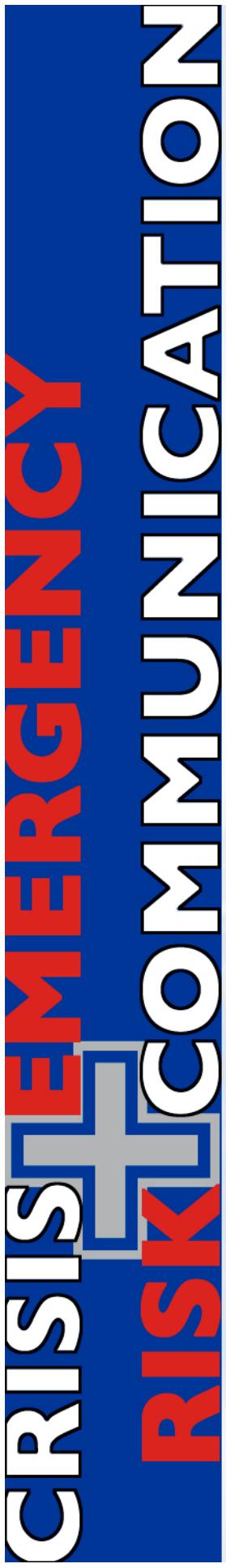
# **CRISIS + RISK** COMMUNICATION

*"The number of casualties will be more than any of us can bear, ultimately."*

Rudy Giuliani, September 11, 2001



SHOW COMPETENCE  
AND EXPERTISE.



SHOW HONESTY AND OPENNESS.

# CRISIS + RISK COMMUNICATION

*“The deaths of these four children are personal tragedies for the families involved, and we all experience great sadness for these families,” she said. “But, it is important to remember that flu and its complications are the sixth leading cause of death nationally among children four and younger. That’s always been the case, and this season doesn’t appear any different. It is also important to remember that the vast majority of individuals who contract the flu fully recover.”*

Leah Devlin, December 17, 2003



## COMMITMENT AND DEDICATION.

*“Of course, the worst-case scenario is playing out in your head.” Although you know it’s exceedingly unlikely. The experience brought back my clinical self: What would I do as a clinician? And as a clinician, the longer you work, the more experience you get, and the more willing you are to go to the bedside and make a call. Same thing with SARS. As a decision-maker, you rely on experience and knowledge.”*

Jeff Engel, July 13, 2003



## DON'T OVER REASSURE. ACKNOWLEDGE UNCERTAINTY.

*“A moderate type A season is going to be harder on everyone,” said Engel. “We really won’t know until later whether this season has been any harder on children than similar seasons in the past.”*

Jeff Engel, December 19, 2003

# CRISIS + RISK COMMUNICATION

## EXPRESS WISHES (I WISH I HAD ANSWERS).

**QUESTION:** Good afternoon. I'm just wondering if at this juncture CDC has any better sense, has been any better able to tease out whether, in fact, the strain of vaccine in circulation this year is more virulent, if, in fact, more people are really becoming ill?

**DR. GERBERDING:** I wish I had a scientific-based answer for your question. It's just too early in the year to really have that information available. It's definitely true that the season started earlier than average, we know that, and it's definitely true that there's more widespread activity for this time of year compared to most years when we deal with influenza.

Dr. Julie Gerberding, December 19, 2003

# CRISIS + RISK COMMUNICATION

EXPLAIN THE PROCESS IN PLACE  
TO FIND ANSWERS.

*"This is one of the most intensive investigations that North Carolina Public Health has ever been involved with," she said.*

*"We're working with the Centers for Disease Control and Prevention, Florida public health authorities, the Federal Bureau of Investigation, the State Bureau of Investigation, North Carolina's county health directors, and North Carolina health care providers. We worked literally through the night on this investigation and will continue that round-the-clock effort as long as we have to."*

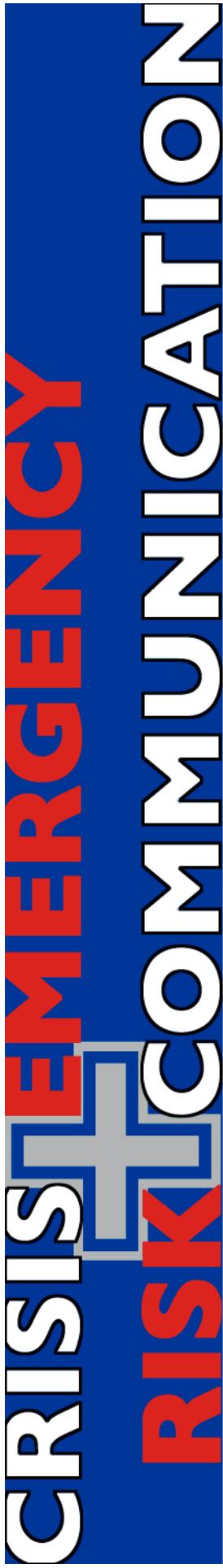
Leah Devlin, October 5, 2001

# CRISIS + RISK COMMUNICATION

## ACKNOWLEDGE FEAR.

*"North Carolinians should know that every day public health is looking out for its residents," she said. "Our local health departments and the state Division of Public Health are always on the lookout for potential problems. This surveillance has shown nothing so far."*

Leah Devlin, October 5, 2001



## GIVE PEOPLE THINGS TO DO.

*“This is good common sense,” says State Health Director Dr. Leah Devlin. “We call it respiratory etiquette – covering your coughs and sneezes and using tissues. Just like they teach you in kindergarten, you need to thoroughly wash your hands.”*

November 3, 2006



## ASK MORE OF PEOPLE (SHARE RISK).

*“Every Tar Heel needs to get involved and get ready now.”*

Leah Devlin, December 1, 2006

# **CRISIS RISK**

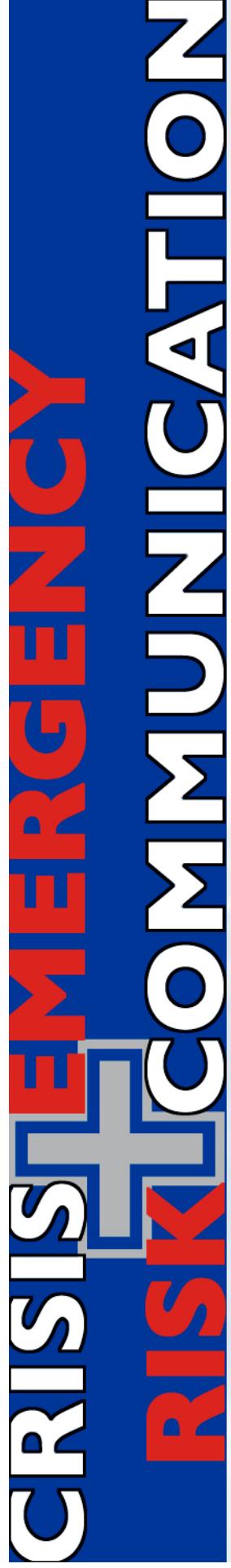


## **EMERGENCY COMMUNICATION**

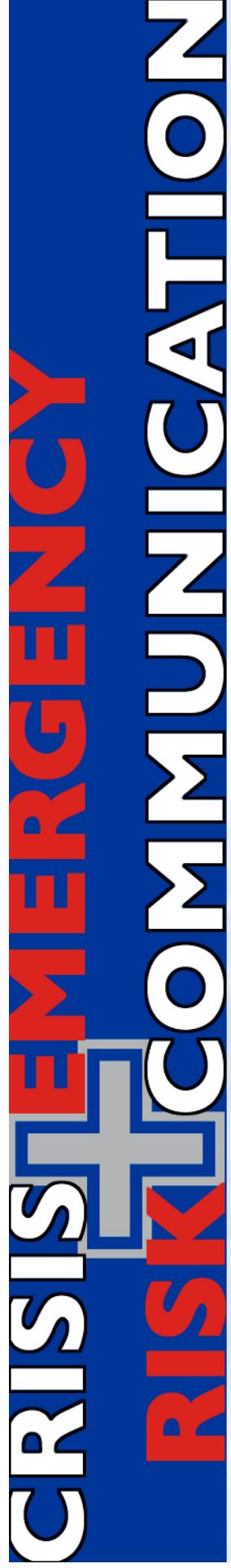
- DON'T OVER REASSURE.
- ACKNOWLEDGE UNCERTAINTY.
- EXPRESS WISHES (I WISH I HAD ANSWERS).
- EXPLAIN THE PROCESS IN PLACE TO FIND ANSWERS.
- ACKNOWLEDGE FEAR.
- GIVE PEOPLE THINGS TO DO.
- ASK MORE OF PEOPLE (SHARE RISK).



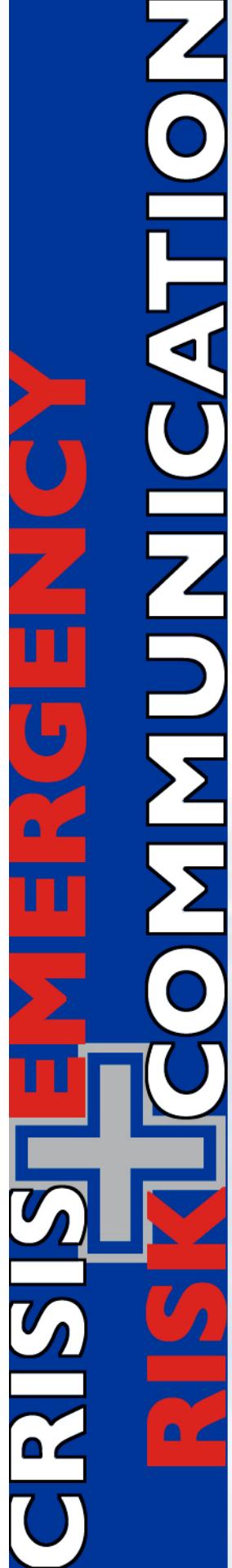
KNOW YOUR  
ORGANIZATION'S POLICIES.



**STAY WITHIN THE SCOPE  
OF OUR RESPONSIBILITIES.**



TELL THE TRUTH...  
BE TRANSPARENT.



EMBODY YOUR  
AGENCY'S IDENTITY.

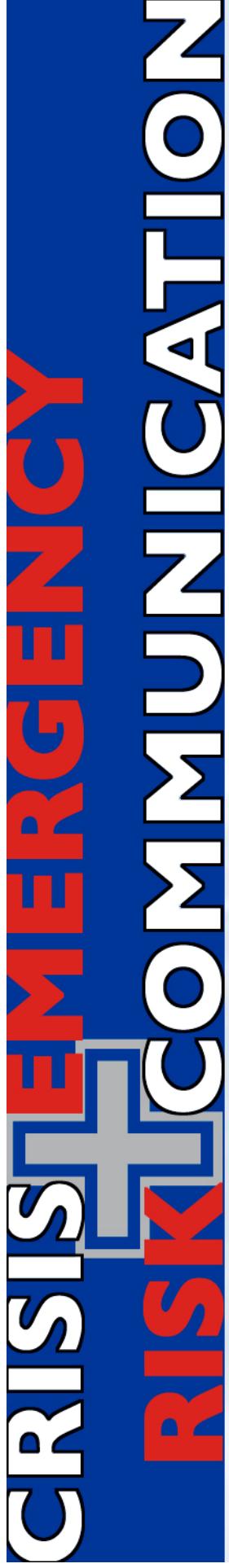
# **CRISIS** + **RISK** COMMUNICATION

- Are my family and I safe?
- **What can I do to protect myself and my family?**
- Who is in charge here?
- **What can we expect?**
- Why did this happen?
- **Were you forewarned**
- Why wasn't this prevented?
- **What else can go wrong?**
- When did you begin working on this?
- **What does this information mean?**



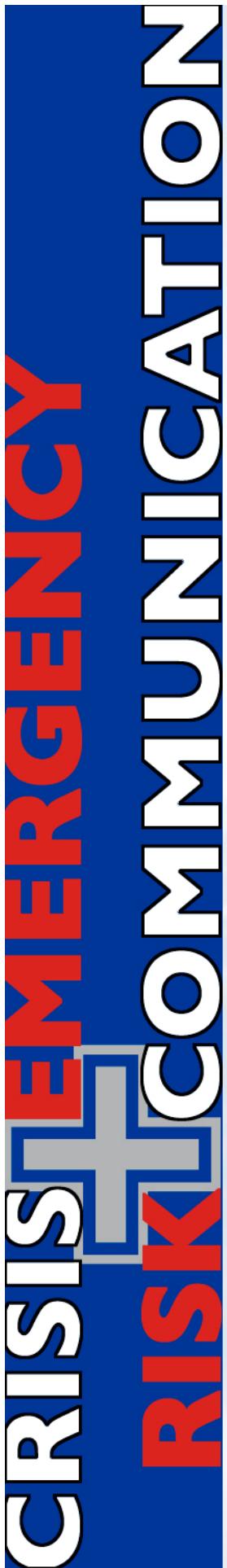
## STAY ON MESSAGE.

- “What’s important is to remember...”
- “I can’t answer that question, but I can tell you...”
- “Before I forget, I want to tell your viewers...”
- “Let me put that in perspective...”

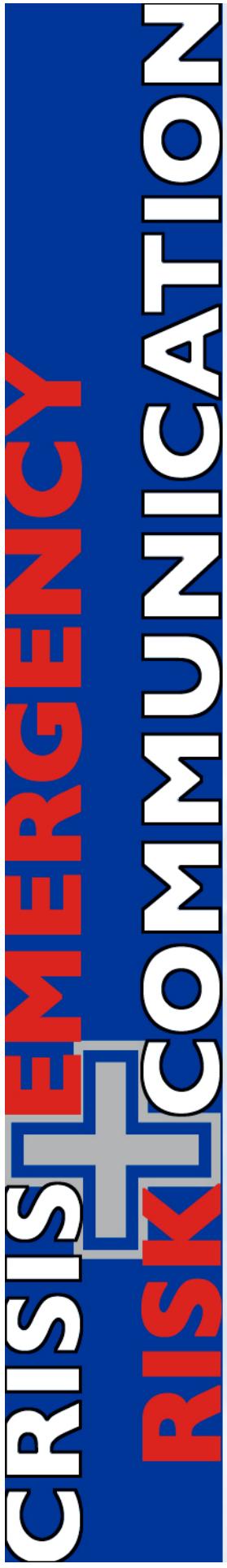


If a Pandemic Occurs –  
Need for Centralized Communication

State Health Director = Lead Communicator



Virtual JIC.



nc department  
of health and  
human services

DHHS Public Affairs Office  
**919 733 9190**



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